



SREE SANKARA VIDYAPEETOM COLLEGE, VALAYANCHIRANGARA

Report on Seminar (online) on Role and Relevance of Intellectual Property Rights

Programme Details in a nutshell	
Name of the Event	Role and Relevance of Intellectual Property Rights
Nature of the Event	Intellectual Property Rights
Objectives	To provide participants with a clear understanding of the relevance of intellectual property rights in safeguarding their creativity and innovations.
Resource person	Dr. Narendran Thiruthy Head, IPR Section in National Biodiversity Authority, Government of India.
Date and Time	27-06-2020 10.00 a.m.
Beneficiaries	65
Venue or Platform	Google meet
Organizing dept/ Cell	Institution Innovation Cell (MHRD) of Sree Sankara Vidyapeetom College in association with ED Club and IEDC
Coordinator	Smt.Sumi K S, Assistant Professor, Department of Economics
Outcome/ Benefit of the programme	Participants have gained clear understanding about the different types of intellectual property rights and their purposes.



PROGRAMME REPORT

The seminar (online) on **Role and relevance of Intellectual property rights** for students and Faculty organized by Institution Innovation Council in association with IEDC and EDC was conducted on 27-06-2020. Dr. Narendran Thiruthy, Head for IPR Section in National Biodiversity Authority, Government of India was the resource person.

The primary objective of the seminar was to provide participants with a profound understanding of the relevance of intellectual property rights (IPRs) in safeguarding their creativity and innovations. The program aimed to illustrate how participants could leverage IPRs to protect their intellectual assets, foster innovation, and secure a competitive advantage in the market.

The resource person has given a detailed introduction on the definition of IPR and scope of intellectual property in fostering creativity and innovation. He has explained the patent system and its importance, types of innovations eligible for patent protection and step-by-step guide to the patent application process. The resource person engaged participants with hands-on exercises to apply IPR concepts, and analyzing real-world case studies to reinforce learning. The session wound up with Q&A sessions for participant interaction and clarification.

Feedback from participants was overwhelmingly positive. Participants expressed appreciation for the practical insights gained, particularly in understanding the practical application of intellectual property rights to safeguard their creativity and innovations.





IEDC,EDC

&

Institution Innovation Cell

**SREE SANKARA VIDYAPEETOM
COLLEGE
VALAYANCHIRANGARA**



Topic

ROLE AND RELEVANCE OF INTELLECTUAL PROPERTY RIGHTS



Date - 27/06/2020

Time - 10.00 a.m.

TECHNICAL OFFICER (IPR)
NATIONAL BIODIVERSITY AUTHORITY, CHENNAI
GOVERNMENT OF INDIA

Dr. Narendran Thiruthy

@ Google meet platform



Figure 1 Brochure of the seminar

TRADE SECRET

- Information must be kept secret
- It must have commercial value
- Holder must have taken reasonable steps to keep it secret (confidentiality agreement)




Narendran Thruthy

Play (K) 46:06 / 1:32:34

STIKBOX

Invented by Israeli entrepreneur "Yekutiel Sherman"



Narendran Thruthy

IPR IN BUSINESS STRATEGIES

- Business Strategies more and more becoming IP Centred
- Moto is 'Innovate More'
- Register IP – Guard Your Trade Secret
- Invest for building 'Brand Value'
- Acquire IP from Others

Narendran Thruthy

Figure 2 Screenshots of the seminar



Profile of the Resource Person



Dr. Narendran Thiruthy is Assistant Professor in Rajiv Gandhi School of Intellectual Property Law, Indian Institute of Technology, Kharagpur. Before joining the faculty of IIT Kharagpur, he served as the head for IPR Section in National Biodiversity Authority, Government of India. In NBA, he played an instrumental role in regulating patenting activities related to genetic resources of Indian origin. He pioneered the ABS monitoring process through patent system in NBA and also was the officer in-charge for the development of IT enabled ABS monitoring system with the support of GIZ under the Indo-German ABS partnership project. He has both theoretical expertise and administrative experience in the field of IPR and Biodiversity governance. Dr.Narendran coordinated the 'Module on Biodiversity Governance' for IFS Probationers in Indira Gandhi National Forest Academy, Dehradun for the years 2018, 2019, 2020 & 2021. He was the officer in-charge of coordinating the India Biodiversity Awards for IBA 2018 & IBA 2021 cycles and the NBA-UNDP Biodiversity Samrakshan Internship Program in 2019-20 & 2020-21. He has delivered many lectures on Intellectual Property Rights and Biodiversity Law in various forums including in United Nations CBD events. He has also represented the government in many bilateral and multilateral meetings.

Narendran's research explores the intersection of law, technology and environment. His research areas include IP Philosophy, Protection of Cultural Property, IP procedure, IP Business models, New Technology Developments and IP, Theories of Creativity, Biodiversity Governance etc. He is currently exploring the challenges of DSI for biodiversity governance and Business models for open collaborative research.



LIST OF PARTICIPANTS

Sl.No.	Name of Course/Department	Name of student/Faculty
1	B.Com. F&T II DC	Archana Vijayan
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PRINCIPAL
SREE SANKARA VIDYAPEETOM
VALAYANCHIRANGARA P.O
(VIA) PERUMBAVOOR